



## Top Notch IT Services

**Burda Digital Systems (BDS) prepares for the future: After replacing its existing system for the electronic exchange of data, existing applications for communicating with partners and customers can be switched over and new connections can be established. In contrast to the legacy system, the inubit BPM-Suite enables BDS to flexibly and quickly respond to changing requirements and is well equipped to handle the increasing amounts of data to be faced in the future.**

## burdadigital

a hubert burda media company

### About Burda Digital Systems

Burda Digital Systems (BDS) is the independent IT company of the Hubert Burda Media Group (HBM). With 140 employees in Hamburg, Munich and Offenburg, Burda Digital Systems develops modern media and communication solutions for Hubert Burda Media and external customers.

Burda Digital Systems stands for one-stop service from conception to operation. The technological service provider and consultant offers its customers IT strategies, groundbreaking applications, value-for-money networks and a modern computing center. Burda Digital Systems uses innovative Web 2.0 features, integrates web-based applications into running processes and uses tailored communication solutions to optimize workflows.

### Requirements

Increasing requirements for electronic data exchange, the connection to various internal IT systems and the conversion of a wide range of data formats meant that a powerful system was needed at Burda Digital Systems:

- ▶ Integration of the heterogeneous system landscape, connection of existing communication solutions and implementation of new ones
- ▶ Independent development and autonomous operation of the communication solution by BDS employees
- ▶ Increased flexibility to make it possible to respond swiftly to changes

### Approach

At the end of an extensive selection procedure, Burda chose the inubit BPM-Suite because it met all the technical and business requirements of BDS:

- ▶ System-compatible integration of existing communication relationships and easy implementation of new ones using the extensive EAI and B2B functions of the BPM-Suite
- ▶ Replacement of WinELKE and BizTalk legacy systems
- ▶ Much better value-for-money than other solutions
- ▶ Independent implementation of most communication processes by BDS

### Results

With the inubit BPM-Suite, BDS guarantees customers reliable and competent IT services now and in the future:

- ▶ Problem-free implementation of new applications for customers thanks to increased flexibility
- ▶ Safe handling of the increasing data volume

As a central IT service provider, BDS provides a range of different IT systems, both for companies of the Hubert Burda Media Group (HBM) and for external customers. One of the most important requirements for BDS is the handling of electronic data exchange between the internal systems of the Hubert Burda Group and their external business partners. This requires not only the connection of various internal IT systems, but also the conversion of a range of different data formats. With the legacy systems that BDS has been using since the late 1990s, it was no longer possible to meet the constantly increasing requirements in this area. These are the factors that gave rise to the need to replace the existing EDI system with a new, more powerful system.

### Requirements for the new system

The most important thing in the introduction of a system for electronic data exchange was to integrate the heterogeneous system landscape that had grown over many years. In addition to connecting existing communication solutions, it had to be easy to integrate new connections in the system. As an IT provider, it is crucial to be able to respond to changing partner and customer requirements. BDS was not looking for a development system to create such a product, nor a service provider that creates and operates all communication applications on behalf of BDS. Instead, BDS was looking for a system on the basis of which BDS could independently develop and operate communication processes.

### Decision criteria

In the first step of an extensive selection process, many providers were assessed. In the subsequent quotation phase, the few providers that made the shortlist were compared and evaluated against a list of requirements. In the end, Burda chose the inubit BPM-Suite because it met all of BDS' technical and business requirements.

From a technical perspective, the inubit BPM-Suite meets all the requirements for system-compatible integration of existing communication relationships and the implementation of new ones. Among other things, the new system supports the secure transfer of data using SFTP, communication with SAP via IDOCs, the EDIFACT standards used at HBM, web services as well as access to various databases and the mailbox system Telebox/X.400.

The new solution also satisfied BDS' preference to use XML as its message standard. XML is an international standard

that makes it possible to transfer data in any target format by using standardized transformation languages (XSLT, XPath). Its requirements regarding the ease of use of the software and support for the developers for creating and testing communication applications by means of a graphic development environment have been met. This will enable BDS employees to develop all communication applications themselves.



Thomas Maier,  
project manager at  
Burda Digital Systems

“Such a heterogeneous and dynamically changing system and user landscape requires a high level of integration by the software. The inubit BPM-Suite does this and helps us be a reliable and competent IT services provider for our customers today and in the future.”

Finally, business considerations were also very important. Compared to other systems, taking into account the hardware requirements and acquisition costs, the inubit BPM-Suite offered the best value-for-money. The modular license model of the software offered another advantage because costs are only incurred for modules that are actually required.

### Application areas of the inubit BPM-Suite

At BDS, the inubit BPM-Suite is used mainly for the electronic data exchange with customers within the group. These are mainly processes where the software runs undetected in the background and no user interaction is required. To monitor the system, however, BDS employees can view log files and system status in real time by calling them up using the integrated technical monitoring.

As a central data exchange platform, the inubit BPM-Suite supports a whole range of companies within the HBM group with many different formats. These formats are often individual, bilaterally-agreed formats and industry standards such as ISPC or OBS and rarely global standards like EDIFACT.

These application areas include:

- ▶ Information transfer between production systems or to SAP-ERP and SAP-BW at Burda Druck GmbH
- ▶ Transfer of purchase orders from eProcurement to external suppliers or transfer of documents into the IXOS archive for Burda Services GmbH
- ▶ Exchange of OBS messages between advertising agencies and publishing houses at Burda Community Network
- ▶ ISPC data exchange between Burda Medien Vertrieb and external partners
- ▶ Connection of image agencies for the different image editorial offices
- ▶ Transfer of EDIFACT messages to trading partners via X.400

In contrast to the legacy system, using the inubit BPM-Suite means that BDS is not only equipped to deal with the increasing data volume – 10,000 to 20,000 messages and files are already processed every day – the inubit BPM-Suite has made it possible to handle changed or new requirements on communication processes quickly and without external help: This way – even during the migration of the WinELKE applications – all BizTalk applications of Burda Druck GmbH could also be migrated to the inubit platform and the BDS EDI systems could be consolidated further.

### Support from inubit

After the professional introduction by inubit and thanks to the great developer support offered by the graphical development environment, BDS staff were able to implement most of the required processes without any assistance from inubit. When there were software errors, central support employees responded to and solved the issues promptly. The use of the inubit user portal proved to be particularly useful for getting correct software updates and discussing ideas for new releases in discussion forums. BDS employees thus received the necessary support whenever a problem occurred while also enjoying the chance to make suggestions for improving future releases.

On occasion, it was also possible to draw on the experience of inubit staff who helped out on-site at BDS to implement new requirements quickly.

### Extension of the range of services offered

Since the introduction of the inubit BPM-Suite, BDS has not only managed to integrate existing communication connections without problems but has also continuously developed new applications for partners and customers and successfully implemented changes and enhancements to existing applications. “All innovations and extensions can be implemented by using the inubit BPM-Suite alone, because there is essentially no further development taking place in the legacy systems for a number of reasons,” summarizes Thomas Maier, the person responsible for the project at BDS. He adds: “With the inubit platform, we have chosen a solution that will enable us to handle the increasing data volume and integration requirements for various internal and external applications and systems over the next few years. As an IT service provider, we have thus created a basis for being able to offer our customers a reliable service for the electronic exchange of data.”